

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Confirmation No.: **4989**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Examiner's Answer mailed on December 9, 2008 raised a new ground of rejection, and since the applicants elected to reopen prosecution by filing a reply under 37 C.F.R. § 1.111 on February 9, 2009, the finality of the Office Action mailed on October 23, 2006 is effectively withdrawn for purposes of C.F.R. § 1.97. (The undersigned confirmed this understanding with Michael Cygan of the Office of Patent Legal Administration ("OPLA").) Therefore, the applicants request that this IDS be considered under 37 C.F.R. § 1.97(c)(2). The Office is authorized to charge the fee of \$ 180.00 under 37 C.F.R. § 1.17(p) to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

December 29, 2009



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